

## **Equate Finovate Advisors Privacy Policy**

**Effective Date:** November 11, 2025

Welcome to **Equate Finovate Advisors** ("we," "us," or "our"). We are committed to protecting your personal information. This Privacy Policy explains how we collect, use, and protect your information when you visit [www.equatefinovate.com](http://www.equatefinovate.com) or communicate with us, including via SMS/Text messaging.

### **Personal Information We Collect:**

- **Browsing Information**

When you visit the Site, we may collect certain information about your device, including details about your web browser, IP address, time zone, and some cookies installed on your device. Additionally, as you browse, we collect information about the individual web pages or products that you view, the websites or search terms that referred you to the Site, and how you interact with the Site.

- **Cookies**

Cookies are data files placed on your device that may include an anonymous unique identifier. For more about cookies and how to disable them, visit [allaboutcookies.org](http://allaboutcookies.org).

- **Log Files**

Log files track actions on the Site and collect data like IP addresses, browser types, Internet service providers, referring/exit pages, and timestamps.

- **Web Beacons, Tags, and Pixels**

These are electronic files used to record information about how you browse the Site.

- **Purchase Information**

When you make a purchase or attempt to make a purchase through the Site, we collect personal information such as your name, billing address, shipping address, payment details, email address, and phone number.

### **How Do We Use Your Personal Information?**

- **Purchase Information**

We use Purchase Information to:

- Fulfill orders, including processing payments, arranging shipping, and providing invoices/order confirmations.
- Communicate with you.
- Screen orders for potential risk or fraud.
- Provide you with information or advertising related to our products/services (in line with your preferences).

- **Browsing Information**

We use Browsing Information to:

- Screen for risk and fraud (e.g., IP address).
- Improve and optimize our Site (e.g., through customer behaviour analytics).

#### **Sharing Your Personal Information:**

We may share your Personal Information with third parties to help us use it as described above. For example:

- **Google Analytics:** We use Google Analytics to understand how customers use the site. You can read about how Google uses your information here and opt out of Google Analytics here.
- **Legal Compliance:** We may share your Personal Information to comply with applicable laws, respond to a subpoena, search warrant, or other lawful request, or to protect our rights.

#### **Behavioural Advertising:**

- We may use your Personal Information for targeted ads or marketing communications we believe might interest you. Learn more about targeted advertising here.
- You can opt out of targeted advertising:
  - **Facebook:** <https://www.facebook.com/settings/?tab=ads>
  - **Google:** <https://www.google.com/settings/ads/anonymous>
  - **Bing:** <https://advertise.bingads.microsoft.com/en-us/resources/policies/personalized-ads>
  - **Opt-Out Portal:** <http://optout.aboutads.info>

#### **Do Not Track:**

We currently do not alter our Site's data collection practices when we receive a Do Not Track signal from your browser.

#### **Your Rights (For European Residents):**

- You have the right to access, correct, update, or delete your personal information.
- We process your information to fulfil contracts or for legitimate business interests. Your information may also be transferred outside of Europe, including to Canada and the U.S.

#### **Data Retention:**

We will maintain your Purchase Information for our records unless you request that we delete it.

#### **Disclosure of Data:**

- **Law Enforcement:** Equate Finovate Advisors may disclose your Personal Information if required by law or in response to valid public authority requests.
- **Text Messaging Policy:**  
Mobile information will not be shared with third parties/affiliates for marketing purposes. If

you wish to stop receiving future communications, you can opt out by texting STOP or UNSUBSCRIBE.

- **Service Providers:**

We may employ third-party companies to provide services like payment processing, IT support, and professional advice (e.g., lawyers, auditors).

- **Security:**

We take steps to protect your personal information, but no method of transmission over the Internet is 100% secure.

#### **Digital Data Protection Act (DPDP) & Do Not Track:**

- We do not support Do Not Track ("DNT"). You can enable or disable DNT in your browser settings.

#### **Changes to This Policy:**

We may update this privacy policy periodically to reflect changes to our practices, or for legal/regulatory reasons.

#### **Minors:**

The Site is not intended for individuals under the age of 18.

#### **Sharing of Information**

We respect your privacy:

- **We do not sell, rent, or share your personal information**, including your mobile number, with third parties for their marketing purposes.
- We may share your data with trusted third-party vendors who assist us in providing services (e.g., payment processors).
- We may disclose information to comply with legal obligations if necessary.

#### **SMS/Text Messaging Policy**

- By opting into our SMS/Text service, you agree to receive important updates and promotions via text message.
- **We do not sell, rent, or share your mobile information with third parties** for marketing purposes.
- Message and data rates may apply.
- Mobile information will not be shared with third parties/affiliates for marketing/promotional purposes. Any other mentions in this policy exclude text messaging originator opt-in data and consent; this information will not be shared with any third parties. If you wish to be removed from receiving future communications, you can opt out by texting STOP.

#### **Opt-Out Instructions:**

You can unsubscribe from text messages at any time by replying **"STOP"** to any SMS you receive from us.

For help, reply **"HELP"** or contact us at [connect@equatefinovate.com](mailto:connect@equatefinovate.com) or +91 931 931 6222.

## **Your Privacy Rights**

Depending on your location, you may have rights to:

- Access the personal information we hold about you
- Request corrections or updates
- Request deletion of your data
- Object to or restrict processing of your data
- Request a copy of your data (data portability)

To exercise your rights, please contact us at [connect@equatefinovate.com](mailto:connect@equatefinovate.com)

## **Data Security**

We use reasonable physical, electronic, and managerial measures to protect your information. However, no method of data transmission or storage is completely secure.

## **Changes to This Policy**

We may update this Privacy Policy from time to time. Updates will be posted here, and the **Effective date** at the top will reflect the latest version. Your continued use of our website means you accept any updates.

## **Contact Us**

If you have any questions about this Privacy Policy, please contact us:

### **Equate Finovate Advisors**

[connect@equatefinovate.com](mailto:connect@equatefinovate.com)

+91 931 931 6222